



Thank You Ticket Campaign

REWARD				TOWN OF AMHERST, MA	
STATE		REGISTRATION			
<input type="checkbox"/> MA		VEHICLE MAKE		VEHICLE COLOR	
<input type="checkbox"/> OTHER					
MONTH	DAY	YEAR	TIME		
OFFICER				BADGE NO.	
STORE		DISCOUNT			
SUNWAY		\$1 off a hot dog			
MAIN STREET JEWELRY		10% off non-sale items			
JAMES WADE		10% off food only			
FRESH BEE		10% off			
ARCONO'S		10% off			
AMHERST TYPEWRITER		10% off non-sale items			
PINKOCH'S		10% off food only			
MONKEY BAR		10% off food only			
VALLEY BOOKS		20% off any book			
AMHERST OPTICAL SHOP		10% off			
ALFREDO'S PHOTOGRAPHIC GALLERY		5% off			
MYSTERY TRAIN		10% off			
FOOD FOR THOUGHT BOOKS		10% off			
LIVELS		10% off			
KNOWLES FLOWER SHOP		10% off			
HOBSON BAKERY		10% off			

What: *Thank you tickets are notices handed to drivers thanking them for wearing their safety belts. As a way of saying thank you, an entry form for a raffle is included on the ticket. Prizes are solicited from local businesses and a raffle is held from all entries received by the campaign end date.*

Why: *These tickets are helpful because they allow officers to positively interact with the public, show a commitment to community safety and afford an opportunity to work with local businesses to promote the buckle up message.*

Basics:

1. Send a letter to or visit with local businesses, insurance agencies or towing companies that might be willing to support such a program. Explain the program using example tickets from other communities and ask for whatever they can donate.
2. Using the sample format attached or one of your own, create your own Department's thank you ticket. Make sure to list sponsors and prizes available on the ticket. Set a deadline for receiving entries and a date for the drawing itself.
3. Inform officers in your Department of the availability of these tickets and strategize distribution. Consider events where people will be in their cars as places to distribute the tickets:
 - High school sporting events
 - Entrances/exits to high volume parking lots
4. Write a press release announcing the program. Send a reminder media alert on the day of the drawing. *
6. On the day chosen, draw prize winners. Consider asking the chief or local elected official to draw the winning names.

Over

Enhancement Options:

1. Have two volunteers dress up as Vince and Larry, the Crash Test Dummies.
Instruct volunteers on proper, safe procedures.
2. Reward buckled up motorists by distributing incentive items such as key chains, stickers or pencils.
3. Invite the Chief to distribute them at a local event (for example, an annual summer fair or other community event where people must park) and interact with the public.

*Indicates sample materials attached.

Instructions:

Take either sample Thank You Ticket to your local copy shop or printer and ask them to design your police department's Thank You ticket. Replace the sample information with your own. Estimate needing about 2,000. Have them made into pads of about 100 tickets each.

Thank you for wearing your safety belt!



You are qualified to enter our raffle:

1st Prize: \$1,000 Savings Bond

2nd Prize: \$100 Savings Bond

Prizes donated by our generous Westfield sponsors.

Fill out and return to be entered to win:

Name _____

Address _____

Phone Number _____

• • • • •

Mail this portion of your
Thank You Ticket to the address on the back to
be entered in the raffle! Entries must be
postmarked by May 1, 2000

Safety Belts Save Lives!
Thanks for using yours.

The Westfield Police Department thanks the
following campaign sponsors:

- Westfield Police Association
- Westfield Association of Insurance Agents:

Agan Insurance

John J. Palczynski

Roger Butler Insurance

The Colton Agency

The Tierney Group

Westfield Mutual Insurance

- Gary's All Night Towing
- Michael's Frame & Collision
- Northside Towing
- Prifti Motors, Inc.

Ticket printing funded by the Governor's Highway Safety Bureau

Mail this ticket to:

Traffic Bureau
Westfield Police Department
15 Washington Street
Westfield, MA 01085

Walk-ins will not be accepted.
Winners will be contacted by mail.

Instructions:

Take this page to your local copy shop or printer and ask them to design your police department's Thank You ticket. Replace the sample information with your own.

REWARD			TOWN OF AMHERST, MA	
STATE		REGISTRATION		
<input type="checkbox"/> MA				
<input type="checkbox"/> <input type="checkbox"/> OTHER		VEHICLE MAKE		VEHICLE COLOR
MONTH	DAY	YEAR	TIME	
OFFICER				BADGE NO.
<u>STORE</u>		<u>DISCOUNT</u>		
SUBWAY		\$1 off a foot long		
MAIN STREET JEWELRY		15% off non-sale items		
AMBER WAVES		10% off food only		
FRESH SIDE		10% off		
ANTONIO'S		10% off		
AMHERST TYPEWRITER		10% off non-sale items		
PINNOCHIO'S		10% off food only		
MONKEY BAR		10% off food only		
VALLEY BOOKS		20% off any book		
AMHERST OPTICAL SHOP		10% off		
ALFREDO'S PHOTOGRAPHIC GALLERY		5% off		
MYSTERY TRAIN		10% off		
FOOD FOR THOUGHT BOOKS		10% off		
LEVELS		10% off		
KNOWLES FLOWER SHOP		10% off		
HENION BAKERY		10% off		